



Atty. Dkt. No. 057234-0101

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Michael William URBANSKI et al.  
Title: METHOD, SYSTEM, AND SOFTWARE FOR  
GEOGRAPHICALLY FOCUSED NETWORK  
ADVERTISING  
Appl. No.: 09/714,665  
Filing Date: 11/17/2000  
Examiner: D. Champagne  
Art Unit: 3688  
Confirmation Number: 4398

**AMENDMENT AND REPLY UNDER 37 CFR 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated February 6, 2009, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 10 of this document.

Please amend the application as follows: